



## TANEY COUNTY PARTNERSHIP

### City of Branson Quarterly Update, September 1, 2015

Your Honor and members of the Board of Alderman: Below is a topical review of the Partnership's activities from my last update to you through August 2015. Please contact me with any questions or concerns and if you would like more information as a group or individually.




**Partners:** Our newest partners joining in 2015 are Olsson Associates, DeWitt & Associates, All-Tech Energy, and Earls Family Broadcasting with each having standard three year commitments. This brings the total number of Business Sector Partners to 27 with an annual investment total of \$124,000.

**Projects:** We are currently tracking and assisting 15 active projects and 3 inactive (no activity within last 90 days) projects. Out of those 18, 5 are within the city limits of Branson. The industry breakdowns are as follows:

Manufacturing	2
Financial/Business Service	1
Medical Research & Services	1
Supply Chain Management	0
Technology Innovation	1
Tourism/Retail/Lodging	10
Agriculture/Forestry	2
Non-Disclosure Agreement (NDA)	1

**CWRC:** The Certified Work Ready Communities Steering Committee is meeting on a quarterly basis and will not be submitting the county's application to the state before the spring of 2016. The TCP, in collaboration with the Missouri Career Center, secured a \$40,000 JP Morgan Chase Foundation Grant to provide testing to all high school seniors in Taney and Stone counties with over 200 tests administered or scheduled to date. The goal of 160 Emerging Workforce certificates issued will be met in 2015.

**Marketing Strategy and Development:** Jennifer Langford continues to execute the strategies developed by UNI IDM and InSite Consulting. Marketing materials have been distributed to the 500 company leads list based on the Targeted Industry Analysis as well as the business leaders participating in the Kyle Petty Charity Ride recently in Branson. Along with an increased digital presence and print advertising in 2015, several editorials are scheduled and have been published in the following trade magazines: Trade & Industry Development, Business Xpansion Journal, Business Facilities, and Site Selection. Some upcoming community highlights will be the Data Center, Biosolids, and Smart City pieces.

PUBLICATION	WEB / DIGITAL	PRINT	EDITORIAL
	<b>12X Jan-Dec</b>	Mar/Apr – 1/2 pg Jul/Aug – 1/4 pg Sep/Oct – 1/2 pg	<b>2X Editorial Features:</b> Jul/Aug - “Work Where You Love to Live” Sept/Oct - Workforce Development - Designated Sites: BKG property
	<b>6X Apr-Sep</b> <b>BXJNetwork</b> + <b>3X Apr-Jun</b>	Apr – 1/2 pg May – 1/2 pg Jun – 1/2 pg	<b>4X Editorial Features:</b> May - Entertainment Districts June - Missouri Profile Issue October - Biosolids Project - Jennifer December - Smart City Spirit of 76 - Jennifer
	<b>2X Apr &amp; Oct</b> Featured agency enhanced microsite	Mar/Apr Sep/Oct - 1/4pg	<b>2X Editorial Features:</b> April - Call Centers/Back Office - Jennifer October - Data Centers+ - Jennifer <b>Print &amp; Online Resource Guide listing</b> Plus content submissions for social network distribution

**Website:** Under Jennifer’s direction, the TCP website continues to be improved and updated with more demographic data, community information and resources for new and existing business. The functionality and use of LocationOne on the TCP website continues to increase as well. Web traffic and “clicks” have all increased exponentially over the last 12 months.

**Site Selectors/Consultants & Familiarization Tour:** To date in 2015 we’ve met with a total of 59 site selection consultants representing 34 agencies with trips to Chicago, Philadelphia, and Washington DC. New York/New Jersey, Dallas, and Orlando remain on the 2015 schedule as we continue to partner and work in conjunction with Missouri Partnership and the Springfield Regional Economic Partnership. The objectives are to maintain dialogue and to expand the consultant’s awareness and knowledge of our communities while fostering relationships with the agencies and consultants. Another successful Lakeside with the Locators was held prior to the Missouri Economic Development Council’s 2015 Annual Conference where we hosted 7 consultants for two days of roundtable and panel discussions as well as a legislative session with state legislators. Plans are already underway for the 2016 event in which the TCP will continue to have a leadership role. We hosted a FAM tour in July with Schneider Electric (Smart City Division) in cooperation with CFS Engineers to explore opportunities with Smart City design concepts and how they could be applied to the “Spirit of 76” project.

**Workforce Development:** This topic has quickly become a top priority and concern for not only the Partnership but also the Chamber and many other community stakeholders and businesses. We are experiencing a shortage of available and qualified labor to meet the demands of existing employers within the county and the region. This will only be amplified with new employers entering the market

(Menards, LaQuinta, Ballparks of America and others). If it's any consolation, we are not in this alone as the labor shortage or "skills gap" challenges are being experienced in the majority of the United States. We will continue to monitor, research, and frame the issue while attempting to identify potential programs or successful efforts to assist local employers. To be continued...

**Upcoming Conferences and Events:** Following is a list of conferences and events the TCP will be participating in or attending over the next several months.

Governor's Conference on Economic Development, September 2-4, 2015

2016 – 2018 TCP Planning Session, September 15, 2015

2015 Community Leadership Visit, Huntsville, AL, September 24-26, 2015

Missouri Partnership Consultant Meetings (NY/NJ), September 29 – October 2, 2015

Missouri Economic Development Council Fall Conference, October 21-23, 2015

Missouri Partnership Consultant Meetings (Dallas), November 11-13, 2015

Thank you for your continued support and participation!

Jonas Arjes, EDFP  
Executive Director  
Taney County Partnership